

# Market Intelligence Digest

Volume 3 Issue No. 15 | April 2021



## Highlights

- **The stress and anxiety of COVID-19 are taking a toll on people's teeth and jaws which presents opportunities for the food and drink industries to have functional products that would benefit the consumers.**
- **More manufacturers should consider suitable snacks for stress relief especially now that customers rely on eating as one of their stress relievers.**
- **This issue provides some examples of food and drink that needs to respond with solutions to accommodate stressed jaws and sensitive teeth.**
- **EMB recommends PH brands to innovate their products and give focus on functional food and beverages with benefits to reduce stress and improve sleeping habits.**

## Address pandemic stress with easy-to-eat foods

*One of the side effects of pandemic stress has been cracked teeth and sore jaws. Accommodate stressed consumers with foods that are gentle on the mouth.*

### "Pandemic jaw" presents opportunities for food and drink

Chronic stress is creating new opportunities for functional food and beverages with benefits to reduce stress and even improve sleep, but there is also a need to create and position products that address the physical effects of stress, such as orofacial pain.

The relationship between oral health and food is well established, but it is often related to how the food we eat affects our mouth (breath, cavities, staining etc.), rather than how our mouth

affects what we can eat.

This will be especially important for stressed-out younger consumers, as stress can lead to bruxism or teeth grinding. UK oral care consumers aged 25-34 are nearly twice as likely as all adults (11% vs 6%) to rank stress as negatively impacting the appearance of teeth. Similar figures are reported among oral care consumers in Germany; 14% of 25-34s vs 7% of all adults think stress negatively impacts the appearance of teeth.

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## Food and drink needs to respond with solutions to accommodate stressed jaws and sensitive teeth

Solutions can include smaller bites, lighter, and less-chewy textures,

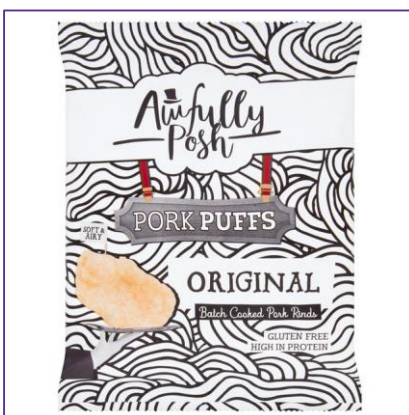
or optimizing flavor for consumption at ambient temperatures.



### Ambient temps

**Moroccan Mint Green Tea** can be prepared hot, iced, or at ambient temperatures (India).

Extreme temperatures, either too hot or too cold, can be painful on sensitive teeth. Consider optimizing the flavor for consumption at ambient temperatures.



### "Easy on the teeth"

**Original Pork Puffs** claim to be lighter and crispier versions of pork rinds and are easier on the teeth (UK).

Crispy, yet light and airy, textures will be easier to chew compared to products that are thicker.

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## Smaller bites

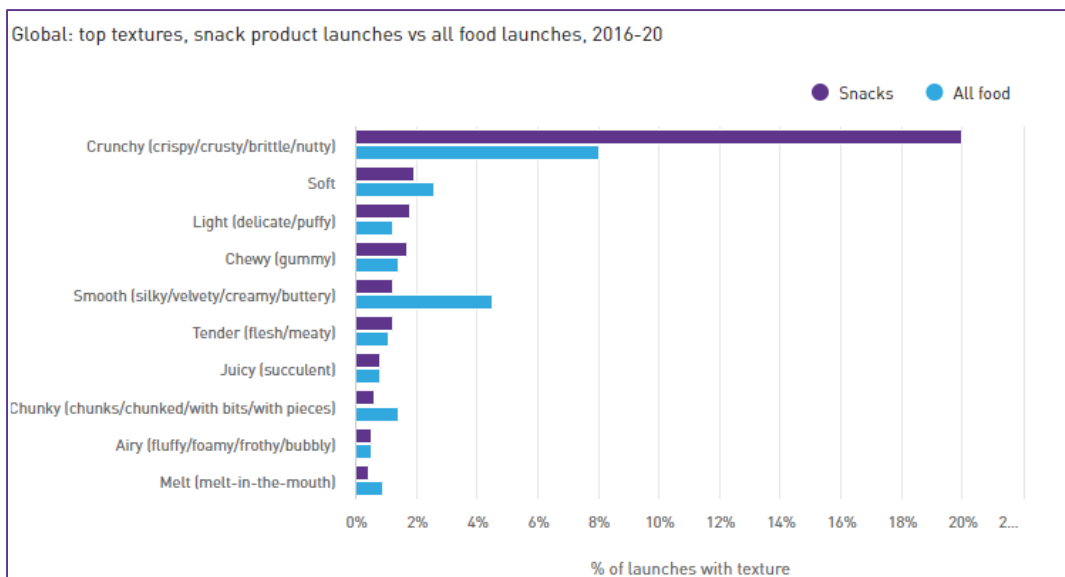
### Mini Beef Burgers (UK)

Mini-sized versions that allow for smaller bites or reduce the need to fully extend the jaw are another suitable modification for those with jaw pain.

## Develop snackable foods for stress relief that are also easy on the jaw

Some consumers relieve their stress through snacking. In India, 22% of consumers agree that eating biscuits helps relieve stress. Additionally, 20% of US healthy snack consumers – and 27% aged 25-34 – say they eat snacks to relieve stress.

There are opportunities to focus on the textures of foods to accommodate stressed jaws, especially in snacking categories. 'Crunchy' was the leading texture in snacks over the past five years.



Source: Mintel GNPD

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## Children's foods and snacks can provide inspiration for making easy-to-eat foods fun

The category is a great source of inspiration for textures that are easy

to eat. Melt-in-the-mouth texture is an important feature in baby snacks.



"Easy to chew, even for smaller teeth"

**Freche Freunde's Banana, Apple, and Blueberry Muesli** is comprised of fine grains and tasty fruit, said to provide a cheeky and fruity start to the day and to help easily integrate fruit and vegetables into everyday life with fun (Austria).



"Soft and munchy"

**Ella's Kitchen's Raspberry + Mango Puff Pops** are soft and munchy puffs, described as fun finger food for babies, made for playing and learning with less mess at meal times (UK).

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## The Opportunity

The relationship between oral health and food goes both ways. It's time to look beyond just how food affects oral health and focus on how oral health affects food choices.

This includes products to accommodate

stressed jaws and sensitive teeth.

Products that offer benefits that can simultaneously reduce stress are an extra plus, especially in snacks.

## DTI-EMB recommends

Focusing on how oral health affects food choices will be a perfect opportunity for PH brands to innovate their products and give

focus on functional food and beverages with benefits to reduce stress and improve sleeping habits.



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